

RouteLens Privacy Policy

Last updated: 20 October 2026

1. About RouteLens

RouteLens is an internal business application provided for authorised users of **Ivy Legal Limited**. The application is used to record, manage and retain information relating to site visits, including visit details, photographs, audio recordings, notes and associated location information. RouteLens is not intended for general public use. For the purposes of applicable data protection law, including the UK General Data Protection Regulation and Data Protection Act 2018 where applicable, **Ivy Legal Limited** is responsible for the personal information processed through RouteLens.

2. Information RouteLens may process

Depending on how RouteLens is used, the application may process the following information.

User account information

RouteLens uses Microsoft Entra ID for authentication. Information associated with the signed-in account may include:

- name;
- business email address;
- Microsoft/user account identifier; and
- information required to verify that the user is authorised to access the application.

This information is used to authenticate users, control access and associate application activity with the appropriate authorised user.

Site and physical address information

RouteLens processes the addresses and details of properties or locations associated with site visits.

These addresses relate to the work being undertaken through RouteLens and are not collected for advertising or marketing purposes.

Precise location

RouteLens may collect the precise geographic location of the device when site-visit evidence is captured. Location information may include latitude and longitude coordinates and may be associated with photographs or other visit evidence as metadata. Location information is used to help establish where site-visit evidence was captured. RouteLens does not use precise location for advertising, marketing or cross-application tracking.

Photographs and visual evidence

Users may capture and upload photographs as part of a site-visit record.

Photographs may be associated with:

- a particular property or site;
- a visit record;
- the date and time of capture;
- geographic location information;
- the authorised user carrying out the visit; and
- other relevant visit information.

Photographs are used solely for legitimate business purposes associated with recording and managing site visits.

Audio recordings

RouteLens may allow users to make audio recordings as part of the site-visit process. Audio recordings may be stored together with the relevant visit record and used as part of the business record of the visit. Where speech-recognition functionality is used, audio may also be processed to assist with the creation of text or visit notes.

Notes and other user-provided information

Users may enter notes, observations, descriptions and other information relating to a site visit. This may include free-form text entered or dictated by the user. Users should avoid entering unnecessary personal or sensitive information into RouteLens.

Technical and identifier information

RouteLens may process technical identifiers needed to operate, secure and support the application.

This may include:

- user/account identifiers;
- application or session-related identifiers;
- device information required for application functionality;
- diagnostic information; and
- technical information associated with uploaded visit records.

Such information is not used for advertising or marketing.

3. How information is used

Information processed through RouteLens is used for **application functionality and legitimate internal business purposes**.

This includes:

- authenticating authorised users;
- providing access to RouteLens;
- creating and managing site visits;
- recording property and site information;
- capturing photographs and other evidence;
- recording geographic location associated with evidence;
- recording audio and visit notes;
- storing and retrieving visit information;
- maintaining appropriate records and audit information;
- maintaining the security of the application and associated systems;
- troubleshooting technical problems; and
- supporting authorised users.

RouteLens does **not** use personal information for third-party advertising.

RouteLens does **not** use personal information for behavioural advertising.

RouteLens does **not** track users across applications or websites owned by other organisations for advertising purposes.

RouteLens does **not** sell personal information to data brokers or advertisers.

4. Microsoft services and SharePoint

RouteLens uses Microsoft services as part of its operation.

This includes services such as:

- Microsoft Entra ID for user authentication; and
- Microsoft SharePoint / Microsoft 365 for storage and management of RouteLens data.

Information submitted through RouteLens may therefore be transmitted to and stored within **Ivy Legal's Microsoft 365 environment**.

Microsoft may process information as a service provider in accordance with the organisation's Microsoft agreements and Microsoft's applicable privacy and security terms.

RouteLens is designed so that authorised users access information according to the permissions established within the organisation's Microsoft environment.

5. Sharing of information

Information collected through RouteLens is intended for legitimate internal business use.

Information may be accessible to:

- authorised employees or users of **Ivy Legal Limited**;

- system administrators;
- authorised business personnel who require access to site-visit records;
- Microsoft as a technology and hosting service provider; and
- other service providers where required to operate, secure or support the application.

Information will not be shared with advertisers or data brokers. Information may also be disclosed where required by law or where disclosure is necessary to establish, exercise or defend legal rights.

6. Data retention

Information recorded through RouteLens is retained in accordance with **Ivy Legal's** business, records-management and data-retention requirements. Different types of information may be retained for different periods depending upon:

- the purpose of the site visit;
- legal or regulatory requirements;
- contractual obligations;
- operational requirements; and
- the organisation's document and records-retention policies.

Information that is no longer required will be deleted or otherwise disposed of in accordance with the organisation's applicable retention procedures. For information about a particular retention period, users should contact **Anneke Muller**.

7. Data deletion, correction and access

Authorised users may contact **Ivy Legal Limited** if they wish to:

- request access to personal information relating to them;
- request correction of inaccurate information;
- ask about retention of information;
- request deletion where applicable;
- raise a concern about the use of their personal information; or
- exercise another applicable data-protection right.

Requests should be sent to:

Email: information@ivylegal.co.uk

Some information may need to be retained where there is a legitimate business, contractual, regulatory or legal requirement to do so.

8. Location permissions

RouteLens will request permission before accessing location information where required by iOS. Users may manage location permissions through the privacy settings on their iPhone. Disabling location permissions may prevent certain RouteLens functions from operating as intended, including the recording of geographic metadata associated with site-visit evidence.

9. Camera, photo and microphone permissions

RouteLens may request access to the device camera, photo functionality and microphone in order to provide its site-visit recording features. These permissions are used for functions such as:

- capturing site photographs;
- attaching visual evidence to a visit;
- recording audio; and
- supporting voice-based functionality.

Users can manage these permissions in the iPhone's privacy settings. Disabling a permission may prevent the corresponding RouteLens feature from working.

10. Security

Ivy Legal Limited uses appropriate organisational and technical measures intended to protect information processed through RouteLens. These include measures such as:

- Microsoft Entra ID authentication;
- access controls;
- Microsoft 365 and SharePoint permissions;
- encrypted network communications;
- controlled access to company information; and
- appropriate security and administrative procedures.

No technology can guarantee absolute security, but access to RouteLens and its associated information is restricted to authorised users.

11. Children's information

RouteLens is an internal business application and is not intended for use by children. The application is not designed to knowingly collect personal information from children for consumer or marketing purposes.

12. International processing

Microsoft and other service providers used by **Ivy Legal Limited** may process information using infrastructure located in different countries. Where personal information is transferred internationally, **Ivy Legal Limited** relies on the safeguards and contractual arrangements applicable to its service providers and its Microsoft 365 environment.

13. Changes to this Privacy Policy

This Privacy Policy may be updated from time to time to reflect:

- changes to RouteLens functionality;
- changes to the information processed by the application;
- legal or regulatory requirements; or
- changes to the organisation's business practices.

The latest version will be published at this URL and the **Last updated** date will be amended accordingly.

14. Contact

Questions about RouteLens or this Privacy Policy should be directed to:

Ivy Legal Limited

Email: Information@Ivylegal.co.uk